

Louis Philippe unveils festive Pujo collection with actor Parambrata Chatterjee



A Pattachitra-inspired collection that blends tradition, colour, and craftsmanship to redefine festive menswear for today's modern gentleman

Kolkata, September 11, 2025: Louis Philippe, India's leading premium menswear brand, celebrates the spirit of Durga Puja with the launch of its Pujo '25 collection in collaboration with acclaimed actor and cultural icon Parambrata Chatterjee. The collection reimagines festive menswear with intricate motifs, vibrant palettes, and fine fabrics—designed for the modern gentleman who values both tradition and style.

From the rhythm of the dhaak to the joy of pandal-hopping, the collection is a versatile wardrobe for every moment of Pujo. For Ashtami, earthy brown shirts bring understated elegance. On Navami, deep maroon hues echo the festival's energy. A light printed polo paired with navy chinos is made for daytime strolls, while a teal patterned shirt with charcoal trousers offers sophistication for evening adda. A festive red-and-gold shirt transitions seamlessly from Pujo nights and concerts to brunches with family and friends.

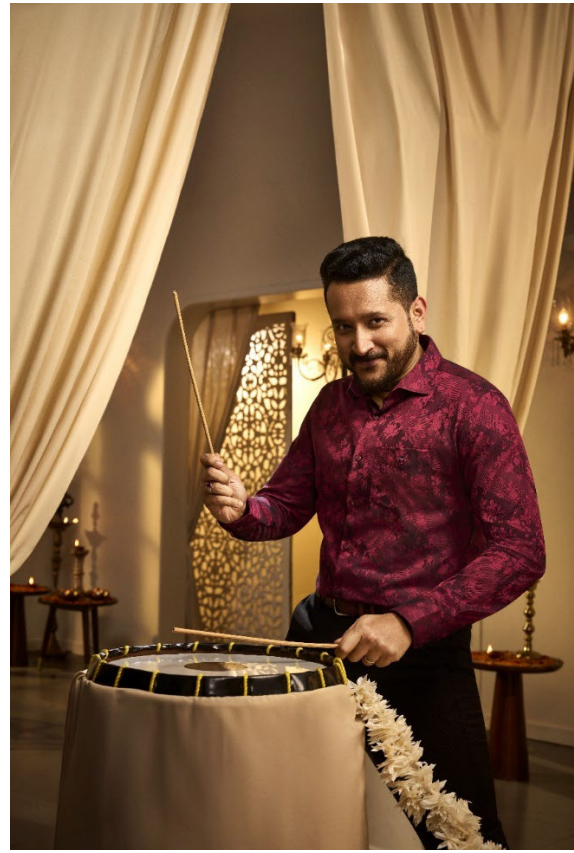
Speaking on the launch, **Farida Kaliyadan, Chief Operating Officer, Louis Philippe**, said, *"Pujo is a time when tradition meets modern celebration, and our new collection reflects this balance with refined designs and versatile styles. Inspired by art and culture yet rooted in contemporary tailoring, this collection offers men the opportunity to look festive while feeling timeless."*

Highlighting his favourite look, **Parambrata Chatterjee** shared, *"Pujo is more than a festival—it is an emotion for every Bengali. This collection from Louis Philippe captures that feeling beautifully. I particularly love the indigo patterned shirt styled with stone-grey trousers; it is festive yet subtle, rooted in tradition but unmistakably modern. I am delighted to celebrate Pujo with a brand that has always stood for classic, timeless fashion."*

The collection also redefines the art of festive gifting. With thoughtful curation, Louis Philippe offers elegant options for every member of the family, classic whites for Dada, ivory linen for Kaka, denim-inspired styles for Chele, and sophisticated patterns for Baba, Jethu, and Mejda. Each piece is designed as a celebration of love, legacy, and style.

As part of the launch, Louis Philippe has unveiled a three-part digital series featuring Parambrata Chatterjee. The films capture the essence of Pujo in Kolkata—from family rituals and community gatherings to the style and sophistication of festive dressing. The campaign comes alive across social media, digital platforms, and in-store touchpoints, ensuring that the message of timeless fashion resonates with consumers everywhere.

The Pujo '25 Collection is now available at Louis Philippe stores and online at www.louisphilippe.abfrrl.in. Designed for rituals, outings, and cherished family time, the collection reflects the joy, grandeur, and timeless elegance of Pujo, making festive dressing both effortless and memorable.



About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

About Aditya Birla Lifestyle Brands Limited:

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of March 31, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,253 exclusive brand outlets, presence across 38,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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